

KWSO's Vision

Everyone listens to KWSO 91.9 FM

KWSO's Mission

KWSO radio's mission is to provide the Warm Springs Community with quality radio programming that empowers, educates and entertains.

KWSO's Programming Philosophy

Programming is designed to provide useful information and be entertaining. The programming is designed to maintain as many listeners as possible utilizing a "Hot Adult Contemporary" format for the majority of the time. Designated special program slots appeal to specific segments of the community. To increase our community's awareness of current events and issues, provide education and promote healthy lifestyle – we need to gain and hold listeners.

Public Service Announcements are typically broken down into the following categories:

- Culture/History
- Department/Program Awareness
- Events/Opportunities
- Family/Parenting
- Health
- Financial Literacy/Consumer Awareness
- Substance Abuse Prevention
- Safety

Local program production includes:

- "The Warm Springs Program " a weekly news magazine that focuses on current events and issues affecting the Confederated Tribes of Warm Springs.
- "Our People and Mother Earth" - weekly news magazine with a focus on Natural, Human and Cultural Resources.

Providing a quality product encompasses incorporation of high standards for our announcers and producers. With staff drawn from our local rural area, entry-level positions are available for those interested in radio. Orientations, ongoing coaching and clear expectations are the key to developing staff that are able to contribute to our quality product. Many of our staff have never, and may not ever have the opportunity to work elsewhere in broadcasting so we are vested with the responsibility of "growing our own" broadcasters.

KWSO radio is owned and operated by the Confederated Tribes of Warm Springs. KWSO employees are bound by all CTWS Personnel Policies. The Tribal Personnel Policy Manual is available upon request at any time and is located in the Station Manager's office. Some specific policies exist to guide process for KWSO Staff.